

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Greer Margolis Mitchell Burns
Attention: Accounts Payable
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

Invoice #	Invoice Date	Invoice Month	Invoice Period
941379-1	08/19/12	August 2012	07/30/12 - 08/16/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washington	National

Advertiser	Product	Estimate Number
Obama/D/President	SKED B	1596

Flight Dates	Order #	Alt Order #
08/11/12 - 08/16/12	941379	07896510

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/13/12	08/16/12	NBC Today Show	7-9am	MTWTF--	:30	2	\$800.00	NM
<i>Class of Time - Immediately Pre-emptible without notice</i>									
<i>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</i>									
08/13/12 08/19/12 MTWTF--- 2 \$800.00									
<i>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</i>									
1 WXII Tu 08/14/12 8:30 AM NBC Today Show 7-9am :30 OFA12A091H \$800.00 NM									
2 WXII Th 08/16/12 8:49 AM NBC Today Show 7-9am :30 OFA12A091H \$800.00 NM									
2	08/11/12	08/11/12	WXII 12 Sa/Su News at 6	6-8am	-----S-	:30	1	\$300.00	NM
<i>Class of Time - Immediately Pre-emptible without notice</i>									
<i>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</i>									
08/06/12 08/12/12 -----S- 1 \$300.00									
<i>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</i>									
1 WXII Sa 08/11/12 6:10 AM WXII 12 Sa/Su News at 6am 6-8am :30 OFA12A091H \$300.00 NM									
3	08/13/12	08/16/12	Live with Regis & Kelly	9-10AM	MTWTF---	:30	2	\$250.00	NM
<i>Class of Time - Immediately Pre-emptible without notice</i>									
<i>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</i>									
08/13/12 08/19/12 MTWTF--- 2 \$250.00									
<i>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</i>									
2 WXII Tu 08/14/12 9:57 AM Live with Regis & Kelly 9-10AM :30 OFA12A091H \$250.00 NM									
1 WXII W 08/15/12 9:23 AM Live with Regis & Kelly 9-10AM :30 OFA12A091H \$250.00 NM									
4	08/13/12	08/16/12	NBC Today Show II	10A-12N	MTWTF---	:30	2	\$100.00	NM
<i>Class of Time - Immediately Pre-emptible without notice</i>									
<i>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</i>									
08/13/12 08/19/12 MTWTF--- 2 \$100.00									
<i>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</i>									
2 WXII Tu 08/14/12 10:57 AM NBC Today Show II 10A-12N :30 OFA12A091H \$100.00 NM									
1 WXII W 08/15/12 10:59 AM NBC Today Show II 10A-12N :30 OFA12A091H \$100.00 NM									
5	08/13/12	08/16/12	M-F WXII 12 News @ No	12-1pm	MTWTF---	:30	2	\$300.00	NM
<i>Class of Time - Immediately Pre-emptible without notice</i>									
<i>Weeks: Start Date End Date MTWTFSS Spots/Week Rate</i>									
08/13/12 08/19/12 MTWTF--- 2 \$300.00									
<i>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</i>									
2 WXII W 08/15/12 12:29 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12A091H \$300.00 NM									
1 WXII Th 08/16/12 12:56 PM M-F WXII 12 News @ Noon 12-1pm :30 OFA12A091H \$300.00 NM									
6	08/13/12	08/16/12	M-F 1-2P	1-2P	MTWTF---	:30	2	\$400.00	NM
<i>Class of Time - Immediately Pre-emptible without notice</i>									

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Advertiser		Product	Estimate Number
Obama/D/President		SKED B	1596

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	08/13/12	08/16/12	M-F 1-2P	1-2P	MTWTFSS	:30	2	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MTWTFSS 2 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 08/14/12 1:59 PM M-F 1-2P 1-2P :30 OFA12A091H \$400.00 NM									
2 WXII Th 08/16/12 2:00 PM M-F 1-2P 1-2P :30 OFA12A091H \$400.00 NM									
7	08/13/12	08/16/12	ANDERSON COOPER	2-3P	MTWTFSS	:30	2	\$100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MTWTFSS 2 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII Tu 08/14/12 2:48 PM ANDERSON COOPER 2-3P :30 OFA12A091H \$100.00 NM									
1 WXII W 08/15/12 2:59 PM ANDERSON COOPER 2-3P :30 OFA12A091H \$100.00 NM									
8	08/13/12	08/16/12	M-F 3-4P	M-F 3-4P	MTWTFSS	:30	2	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MTWTFSS 2 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII Tu 08/14/12 3:29 PM M-F 3-4P M-F 3-4P :30 OFA12A091H \$250.00 NM									
1 WXII W 08/15/12 3:56 PM M-F 3-4P M-F 3-4P :30 OFA12A091H \$250.00 NM									
9	08/13/12	08/16/12	M-F WXII 12 News @ 5 p5-6pm		MTWTFSS	:30	2	\$700.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MTWTFSS 2 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII Tu 08/14/12 5:56 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12A091H \$700.00 NM									
1 WXII W 08/15/12 5:36 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12A091H \$700.00 NM									
10	08/13/12	08/16/12	M-F WXII 12 News @ 6 p6-630pm		MTWTFSS	:30	2	\$1,100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MTWTFSS 2 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII W 08/15/12 6:27 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12A091H \$1,100.00 NM									
1 WXII Th 08/16/12 6:12 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12A091H \$1,100.00 NM									
11	08/12/12	08/12/12	Su WXII 12 News @ 6 pn6-630pm		-----S	:30	1	\$500.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/06/12 08/12/12 -----S 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 08/12/12 6:21 PM Su WXII 12 News @ 6 pm 6-630pm :30 OFA12A091H \$500.00 NM									
12	08/13/12	08/16/12	Inside Edition	7-730pm	MTWTFSS	:30	2	\$1,100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MTWTFSS 2 \$1,100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 08/14/12 7:22 PM Inside Edition 7-730pm :30 OFA12A091H \$1,100.00 NM									
2 WXII Th 08/16/12 7:26 PM Inside Edition 7-730pm :30 OFA12A091H \$1,100.00 NM									
13	08/13/12	08/16/12	Entertainment Tonight	730-8pm	MTWTFSS	:30	2	\$900.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
08/13/12 08/19/12 MTWTFSS 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 08/14/12 7:47 PM Entertainment Tonight 730-8pm :30 OFA12A091H \$900.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Spots/ Week		Rate	Type				
						Length	Week						
13	08/13/12	08/16/12	Entertainment Tonight	730-8pm	MTWTFSS	:30	2	\$900.00	NM				
<i>Class of Time - Immediately Pre-emptible without notice</i>													
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type													
2 WXII W 08/15/12 7:41 PM Entertainment Tonight 730-8pm :30 OFA12A091H \$900.00 NM													
14	08/13/12	08/16/12	M-Su WXII 12 News @ 11-1135pm		MTWTFSS	:30	2	\$800.00	NM				
<i>Class of Time - Immediately Pre-emptible without notice</i>													
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate								
	08/13/12	08/19/12	MTWTFSS	2	\$800.00								
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type													
1 WXII Tu 08/14/12 11:10 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12A091H \$800.00 NM													
2 WXII W 08/15/12 11:23 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12A091H \$800.00 NM													
<u>Total Spots</u>						26							

Payment Terms 30 Days

<u>Gross Total</u>	\$14,400.00
<u>Agency Commission</u>	\$2,160.00
<u>Net Amount Due</u>	\$12,240.00